WOMEN IN INTERNATIONAL BUSINESS

THE POWER OF IMAGE MANAGEMENT & CORRECT INTERNATIONAL SOCIAL NETWORKING

Relationships

- "Every business transaction has its basis in a personal relationship" – if that is true, then it follows that we should do everything possible to secure and expand our personal relationships in order to increase the likelihood for success in business

What is Networking?

- Networking is defined as developing an extended group of people with similar interests or concerns who interact and remain in contact for mutual assistance

- START them EARLY

- By putting in the time to build your network NOW, you save time when you need to get things done

- Pick your poison…do you want to put in the time now, or later?

- U.S. Department of Labor statistics show that 80% of jobs are unadvertised and obtained through networking

- "It's not what you know . . . it's who you know."

- 33 Million People in the Room by Juliette Powell

  - Reed's Laws on Wikipedia states that each new person in your network doubles its value

  - Hiring connected employees keeps your company at the center of the industry

  - Online networks are no substitute for face-to-face connections, but the networks you already have are valuable, and social media helps you build them. "The technology lifts the veil off of preexisting relationships when connections hidden or lost over time are suddenly revealed."

  - "None of the current winners in business are going to win in the next 30 to 40 years if they don't have the sense to invest in and harness the power of social networks."

  - "Build bridges. As you develop your personal brand, you will become the very bridge you aspire to create."

Technology & the Web

- The Web changed our lives 15 years ago, making it possible to connect with people electronically and stay connected to your network in ways never thought possible

Internet & Social Media

- ## Connected to the Internet
  Source – Internet World Stats, August 2009
  - 24.7% of the world's population uses the Internet – 1.6 billion people

- ## Using Social Media
  Source – Nielsen Wire, March 2009
  - 66.6% of the world's Internet population visit social networking or blogging sites – 1 billion people

- ## Time Spent on Social Media
  Source – Digital Media Wire, September 2009
  - Internet users in August 2009 spent 17% of their surfing time on social network and blogging sites, nearly triple the percentage of time spent on such sites a year ago

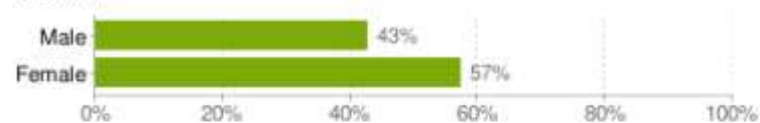- ## How Many Businesses Ban or Permit the Use of Social Media at the Office
  Source – Robert Half Technology, October 2009
  - Prohibited Completely   54%
  - Permitted for Business Purposes Only   19%
  - Permitted for Limited Personal Use   16%
  - Permitted for Any Type of Personal Use   10%
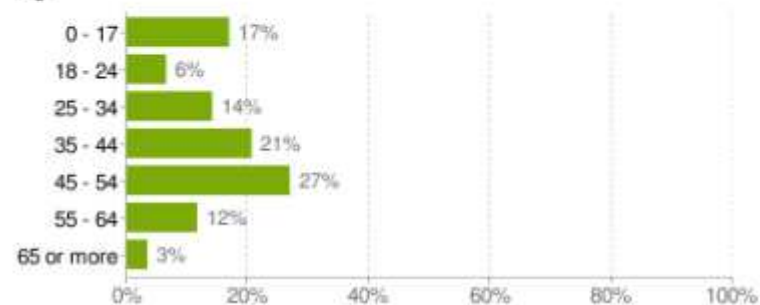 - Don't Know/No Answer   1%

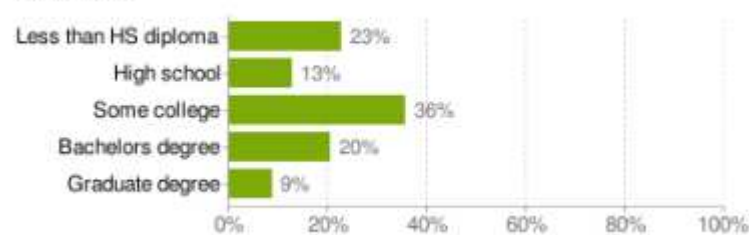# Gender, Age, Household Income & Education
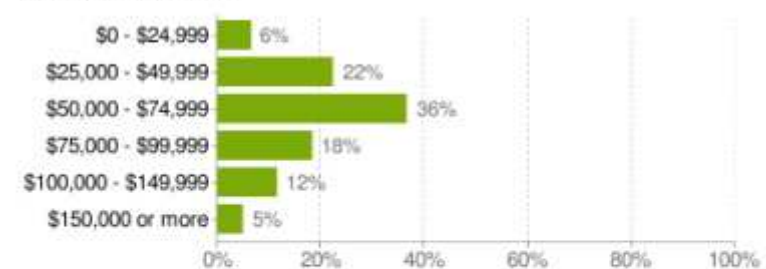
Source – eMarketer, July 2009

Gender

Male	43%
Female	57%

(0% – 100% scale)

Age

0 - 17	17%
18 - 24	6%
25 - 34	14%
35 - 44	21%
45 - 54	27%
55 - 64	12%
65 or more	3%

Household income

$0 - $24,999	6%
$25,000 - $49,999	22%
$50,000 - $74,999	36%
$75,000 - $99,999	18%
$100,000 - $149,999	12%
$150,000 or more	5%

Children in household

Yes	30%
No	70%

Education

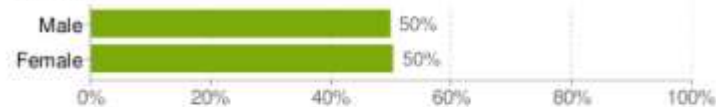|	
Less than HS diploma	23%
High school	13%
Some college	36%
Bachelors degree	20%
Graduate degree	9%

Facebook

- Source – Facebook, April 2010
  - More than 400 million active users
  - 50% of active users log on to Facebook in any given day
  - Average user has 130 friends
  - People spend over 500 billion minutes per month on Facebook

- Build social relationships

- Publicly or privately post your interests, goals, background & photos

- Post "what's on your mind" on your wall for connections to view
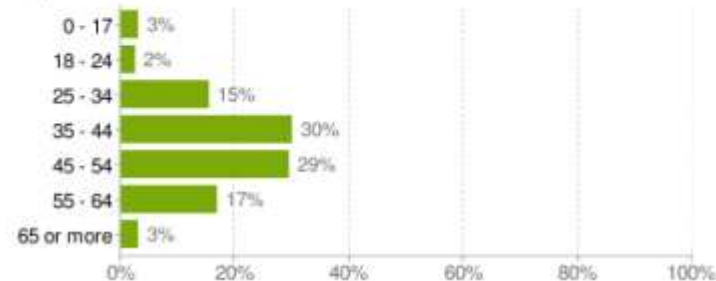
- Categorize friends

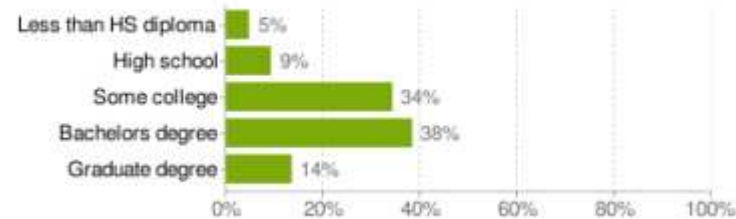## Gender, Age, Household Income & Education

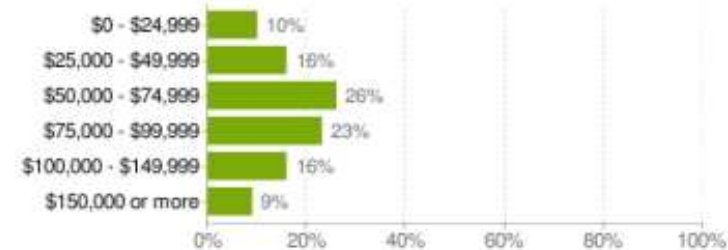Source – eMarketer, July 2009

Gender

Male	50%
Female	50%

Age

0 - 17	3%
18 - 24	2%
25 - 34	15%
35 - 44	30%
45 - 54	29%
55 - 64	17%
65 or more	3%

Household income

$0 - $24,999	10%
$25,000 - $49,999	16%
$50,000 - $74,999	26%
$75,000 - $99,999	23%
$100,000 - $149,999	16%
$150,000 or more	9%

Children in household

Yes	8%
No	92%

Education

Less than HS diploma	5%
High school	9%
Some college	34%
Bachelors degree	38%
Graduate degree	14%

LinkedIn

- Source – LinkedIn, March 2010
  - More than 65 million members in over 200 countries and territories around the world
  - A new member joins LinkedIn approximately every second, and about half of members are outside the United States
  - Executives from all Fortune 500 companies are on LinkedIn
- Build professional relationships
- Publicly post your interests, goals & background
- Search for people by company or skill
- Search for companies by industry
- Use connections to get introduced to others who might be able to help
- Unlimited connections
- Recruiters are searching for viable candidates
- Questions & Answers feature
- Join targeted groups
  - Utah Women in International Business Group
- If you aren't on LinkedIn, NOW is the time

Some Tips for Successful Networking Online

- ## Use Technology – It's There for a Reason

  - Ask Questions capability on LinkedIn

  - Categorize your contacts in Facebook

  - Post messages on your Facebook Wall

  - Send out e-mail blasts at the appropriate times

The Power of Successful Networking

- $1.5M dollar deal with largest bank in Germany

- Arranged meetings with the Top 5 IT Consulting Firms in India – WITCH (Wipro, Infosys, TCS, Cognizant, HCL)

- Hired SVP of Worldwide Sales as a result of Plaxo posting

- Hired best Executive Assistant on planet earth from Facebook connection

- Linked in Question resulted in meeting with the CTO of the United States – Aneesh Chopra

- Hired CFO directly from networking online

- No substitute for Real World Networking – Wozniak example

Social Networking & Image Management

FUSiON-iO

- There are many layers of social images we must manage, at work, at play, in our family lives, and with those from our past

- Companies want employees to behave in the way that coincide with their goals of public image, regardless of whether the employees are on company time or personal time

- Social networking sites give insights to the private lives to the boss or co-workers

- Recruiters are searching the web for information

- Understand the legal and regulatory impact of anything you say "on the Web", i.e. in a social media setting

- Be careful what you say as items you post can last forever

- Remember the saying "Tweet with caution, Facebook with care, 10 years from now it will still be out there."

Social Networking & Image Management

FUSiON-iO

- Manage your online reputation
  - Google your name to see what information is there
  - Review your social network sites
    - Whether to confirm, ignore, or delete requests to be fans of companies, websites, or organizations
    - Whether to be friends with certain people
    - Whether to cuss or use slangs
    - Whether to be supporters of certain causes or political stances
    - Whether it would cause problems to have too many people know your birthday
    - Whether exclusions to invitations to certain events would go unnoticed (or, conversely, why you were not invited to an event that you see pictures from)
    - Whether to delete an inappropriate comment by a friend
  - Understand any existing groups on the internet who are blogging/dialoging about your company where your name might be discussed
  - Be aware of reputation-maligning

Cultural Differences in International Social Media

- Cultural differences will always impact social media communication
- How we deal with these cultural differences will impact our international social media success
- Our cultural backgrounds impact our interactions on social media
  - Our personalities come across
  - Our human behavior influences our social interactions
    - Some people are better at this than others
    - Some people are more forgiving of social mishaps than others
    - Most people are just themselves
- We need to take different cultures into account when trying to connect with international audiences using social media
- We need to identify where cultural differences impact our social media communications

- When cultural differences create social friction

  - When different cultures are involved negatives reactions may be due to cultural differences

  - Social media magnifies cultural differences because our communication is more personal

  - We also feel and react to the cultural differences

  - On social media it is easy to react before adjusting our own cultural filters

  - So, we should take a step back and look for cultural differences before adapting our own communication

- Other cross-cultural differences interfere with communication

  - It is important to remember that cultural differences can interfere with effective communication on many different levels

    - Colors
    - Design
    - Faces and avatars
    - Internet performance

    - Language
    - Language subtleties
    - Music and sound

Cultural Differences in International Social Media

- Even within our own culture we choose the social media platforms we like and where we feel most comfortable

- When you add cultural differences into the equation of how to select your social media platform, things become complex
  - Some social media platforms are more appealing than others for different cultures
  - Some social media platforms just do not feel right because of the cultural flavor
  - Some media platforms are easiest with a particular mindset or context
  - And others will always seem difficult to join for some cultures

- Connecting with international audiences on social media takes time and it is important to go through the steps of getting to know each other

The SECRET of Successful Networking

- Discovering what you can do for someone else

    - Ask questions and be a good listener

    - Be interesting – unveil your passions

    - Follow-up with people you meet and be personal

    - Be easy to reach

    - Give favors

    - ASK FOR FAVORS

- Master networkers are individuals who realize that networking is a life skill

- Constantly make new connections; Go to an event with specific intent

- Follow up the next day

- Keep in touch often – "Thank you for your constant updates on Facebook"

- BOTTOM LINE – If you have not mastered the art of networking, it is highly unlikely that you will be an effective leader or have any substantial influence in your networks, communities, or workplace

THANK YOU